Abstract of the Disclosure

The multimedia electronic tag model that can be exchanged among arbitrary members, of multimedia data

5   with time sequence, such as a dynamic image and the like, the registration of which is requested by an arbitrary client is generated in a server. In this multimedia electronic tag model, a comment with a variety of attributes, such as a comment destination, a writer user

10 name and the like, can be inputted/displayed for each scene obtained by dividing multimedia data in terms of time.